

Cottonwood Heights Arts Council Meeting

March 07, 2018



6:00pm – 8.00pm – City Hall

Scribe: Jannalee Hunsaker

In Attendance: Felicia C, Jannalee H, Mike S, Katy M, Kim P, Becky H, Elise H, Bill A, Sheila A, Natalie N, Emily S

Not in Attendance: Jennifer S,

Member	Agenda Item	Discussion	Action Items Assignments
Becky	Roll Call Approve minutes	Becky called the meeting to order at 6:02 pm	
Becky	Message	<p>Mabel Newcomer – “It is more important to know where you are going than to get there quickly. Do not mistake activity for achievement”. Activity: During your day, take a few moments to ask yourself the following question: Is what I’m doing (or about to do) moving me forward to what I desire? By focusing on where you truly want to go, you won’t mistake activity for achievement.</p> <p>Good reminder for us to understand where we’re going. What are the goals of the Arts Council? Group used words like Consistency, creativity, unity, excellence, opportunities and fun that describe the culture of the council and its purpose. Sheila shared a thought - You can’t “stare up the steps, you have to step up the stairs”. Becky reinforced that the Arts Council has grown and expanded much in the last 2 years and she’s excited for the future.</p>	
Becky		Review Action items	
Sheila Bill		<p>Photography Show March – March 9th Reception. 7:00pm</p> <p>Council members are requested to attend the Reception Friday night.</p>	
Felicia Jennifer		<p>Art Exhibits in city building – discuss featured artists.</p> <p>Kim indicated that she hears artists at least twice a week inquire about being a featured artist at the City building.</p>	
Jannalee		<p>Website for Arts Council</p> <p>These council members need to submit a picture and bio to be listed on the website. Jennifer, Emily,</p> <p>Needs for website: 1st & 2nd quarter events</p> <ul style="list-style-type: none"> - Rocky Mountain Strings & One Voice Concert for April 17th write up and image (Free to community) Council cost = techs and middle school rental and marketing. - Carin Faucett Art Show May 5th - Add a Theater page – pictures and write up about state of the art theater to attract more performers. - Page showing pictures of past events - Cottonwood Heights Women’s Choir – request sent 1/23/18 to add to website. Kim to follow up. - BIG Audition information - Can we use the email blast to notify people of auditions? <p>** Kim said she needs help sending emails out – she would like someone to own it and send out the emails.</p>	

		<p>KIM - Send out an email for the Photography reception to see who on the council receives the email. Everyone watch your emails SPAM junk folders – the email should say “Cottonwood Heights Arts Council” on the email, but it also says Constant Contact.</p> <ul style="list-style-type: none"> - Pole Art information <p>**Any content Kim added to the website should have a quality check prior to it being published.</p> <p>Donation Page: Kim has to set up a “square” store and add a link to the website. Kim will work with Dan to get this up and ready. Finance folks are supportive. Katy shared that Facebook now has a donation button to be added to the Cottonwood Heights Facebook Page.</p> <p>KIM- look into getting this added to the Cottonwood Heights FB page.</p>	
Becky		<p>Musical – BIG – Auditions dates are May 8th & 10th. Call backs on May 12th.</p> <p>Reach out to high schools to market show and get interest.</p> <p>Marketing for BIG Auditions – Katy</p> <p>Elise suggested doing an audition workshop.</p>	
Elise		<p>Elise has typed up all the things she has learned participating with Sandy Theatre. She will come to the next musical Pro team meeting and share all the great ideas. Sandy is extremely organized. They have a full time employee who has an assistant to help organize and keep things standard and working well.</p>	
Kim		<p>Rocky Mountain Strings concert – April 17th – Emily from Rocky Mountain Strings will provide a graphic for the event.</p>	
Becky Kim		<p>SALT Dance event. – What can we be doing now to market the event.</p> <p>Dates: May 18-19 Workshop goes from May 14-19 and the concert showcases the students and dancers form the workshop.</p> <p>Tickets will be sold on SALTDance.com and we can add link to our website.</p> <p>Council will pay \$5000 and then will recoup money from ticket sales.</p> <p>Jennifer’s husband will sell candy etc – council needs to provide man power for even on May 18th & 19th.</p>	
Katy		<p>Marketing, Sponsorship update:</p> <p>Katy shared a draft brochure she’s been working on. Need to finalize the content, have it reviewed by the council for a quality review, then send it to be professionally designed and printed.</p> <p>Katy is working on a marketing calendar for BIG. She’ll work with Becky to focus on the top ten businesses to target first.</p> <p>Post card idea: Take an example of one of the artists or photograph and put on a post card and list out all the events for the year and have sponsor logos. The cost for mailing could be upwards to \$4000 to send to every citizen of Cottonwood Heights. It may be better to add this to something that the city already sends out.</p> <p>Katy has reached out to Peri Kinder with the city to talk about possibly partnerships with businesses in the community. The business license department sends out yearly mailings – this could be another opportunity to include a post card to seek out possible new business sponsors.</p>	
Jennifer		<p>Carin Faucet Art Show – May 5th. Reception 7-9 pm at the city building.</p> <p>This event needs to be advertised and put on the website.</p> <p>Jennifer told Becky that she will get this sent to Jannalee to add to website.</p>	

Felicia		<p>Pole Art update - Felicia gave an update on the Pole Art Project. There are two sizes of poles...large and small circumferences at the bottom. The wraps will last 5-7 years on a pole. We can continue to make income for the Arts Council by replacing wraps every 3 years, resell the poles every three years. The “sponsored by” plate is small and will be placed at the base of the poles. Felicia has been instrumental in figuring out sizes and strategy in wrap placement. Wrap prices are coming in approx. \$640 for the large pole. Felicia is creating art work for a pole that we do first and then use that pole for marketing. The “arts council” sponsor information can only be on the sign, and not included in the art so it’s not “advertising”. Mike suggested that the banners that hang from the wood power poles be used to market the pole art project. Felicia needs to know which pole to use as the “pilot”.</p> <p>Businesses with poles on their property MUST be communicated with to ask if they would like to be included, and to ensure they’re supportive.</p> <p>Prime locations: 1300 E and Ft Union, Fort Union and Park Center Drive (by Target), Highland drive and Ft Union and by the Library.</p> <p>Felica has started to put together the criteria for the poles – Kim send Felicia what Char started last year.</p> <p>Assignment all: Drive down Fort union and determine which pole would be best. Submit your recommendations to Kim.</p>	
	2018 Event Planning	<p>Review and update assignments</p> <p>Mar: Photography Show – Sheila & Bill Co Chair.</p> <p>April: April 17th - Rocky Mountain Strings and One Voice</p> <p>May: SALT Dance</p> <p>May: May 5th Carin Faucet show at city bldg.</p> <p>June-Aug: Summer Musical</p> <p>Sept: Art Show</p> <p>Nov: Tree Lighting Event – Nov 26th.</p> <p>Dec: Christmas event (pending)</p>	

Next Meeting – April 11th, 2018

Action Assignments

Description		Person Responsible	Due Date	Complete
1	Set up a meeting later in the year for members who would like to give recommendations and share ideas for the tree lighting event.	Jannalee	8.1.2018	<input type="checkbox"/>
2	Talk to Dan about getting donation page on website.	Kim	2.1.2018	<input type="checkbox"/>
3	Drive down Fort Union and look at the power poles at the locations listed in the notes and send Kim you’re vote for which pole you think is best for the CH Arts Council pole.	ALL members	3.31.2018	<input type="checkbox"/>
4	Finish Marketing Packet and send to graphic designer. Have it reviewed by council prior to printing.	Katy	3.1.2018	<input type="checkbox"/>
5	Get image and write up about Carin Faucet to Jannalee.	Jennifer	3.1.2018	<input type="checkbox"/>
6	Contact Peri Kinder for business association.	Katy	3.15.2018	<input type="checkbox"/>
7	Send out email blank for Photography Show reception – council identify if they receive email.	Kim All	4.1.2018	<input type="checkbox"/>

Parking Lot Items		
Excellence in the Community Using Drop Box – Training Council Marketing Kit – See May 2017 notes Marketing Strategies Business Partner Sponsors	Art Festival – group art, photography, music together Fund Raising Event Creating an Art Guild Arts Council Wearables Volunteer Pool Power Pole Art project Halloween Monster Mash Party 2018	Write for the Heights – done historically in CH. Jennifer will consider doing something like this for 2018.